For almost 70 years, the biennial FISITA World Automotive Congress has been a leading worldwide conference on automotive technology.

FISITA 2016 will take place in Busan, Korea’s second largest city located on the southeastern tip of the Korean peninsula. Its natural characteristics and rich history have resulted in Busan’s increasing reputation as a vibrant city of tourism and culture and as a renowned international conference destination.

FISITA 2016 will focus on the issues of energy-efficiency, safety, eco-friendly technology, and connectivity. Alongside the technical programme, the Congress features an exhibition, special sessions, student and young engineers’ activities, technical visits and social events.

The Congress Preliminary Programme represents a unique opportunity to reach the key engineers and executives in the global industry. It contains the complete technical programme and registration information making it a “must read” for automotive engineers everywhere.

By advertising in the FISITA Preliminary Programme, you can make sure that everyone who counts in the global auto industry knows what your company stands for and what your engineers can deliver.

**PROMOTE**
your company’s solutions for greener and safer mobility to more than 60,000 of the world’s most influential engineers and executives

**REACH**
40 countries across Europe, Asia and the Americas for the same cost as an advertisement in one national publication

**POSITION**
your company alongside hundreds of ground-breaking technical presentations from the world’s leading experts, companies and institutes

**BENEFIT**
from the prestige of the FISITA Congress, established over 68 years as the global forum where industry, academia and government come together to shape the technology content of tomorrow’s vehicles

**JOIN**
the most prestigious names in the industry, including: Audi, BMW Group, Delphi, Denso, GM, Honda, Magna, Toyota, Volkswagen, ZF - all of whom have advertised in the FISITA Programme

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### Advertising rates

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**Deadline for advertising:** **Friday 8th January 2016**

### Technical data

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**Note**
All dimensions are shown as height x width

### PDF files

PDF is our preferred format to receive your advertising material. We can accept composite PDFs of complete advertisements for inclusion into a page when created using Adobe Acrobat. All fonts must be fully embedded and graphics must be in CMYK format.

Please contact t.allsopp@fisita.com to confirm file settings.

Email acceptable, size permitting.

### Contact

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